

**Jefferson County Economic Development Consortium  
Board of Directors Meeting  
September 12, 2012**

**Jefferson County Economic Development Consortium**

*Making Connections Giving Directions*

Meeting called to order at 8:35 am.

Board members present: Supervisors, Jim Schroeder, Augie Tietz, Al Counsell, John Wilmet- City of Fort Atkinson, Bill Dovi-City of Waterloo  
Ron Krueger – City of Watertown, Mark Johnsrud – Village of Johnson Creek

Others Present: James Romlein, Lynn Forseth, Catherine Kleiber, Professor Grabow, Joe Nehmer, Steve Cline, Janie Krohmer, Merri Oxley, Dianne Hrobsky, Jackie Brisko, Julie Nordeen, Linda Begley-Korth, Greg Smith, David Spiegelberg, Kevin Wiesmann, Tammi Vetrano, Kim Buchholz, Joe Nehmer, Executive Director Dennis Heling and Administrative Assistant RoxAnne Witte.

**Certification of compliance with Open Meeting Law Requirements**

D. Heling certified compliance for the amended agenda dated September 12, 2012.

**Citizen Comments**

Introductions were done by all present.

**Presentation: Joint Effort Marketing (JEM) Grant for Jefferson County**

Merri Oxley and Janie Krohmer gave the final presentation on the JEM Grant Marketing Plan Presentation that was developed as a result of the grant. Discussion was held on what the next steps would be to carry this forward and apply for year 2 of the grant.

**Presentation: Discover Wisconsin**

Greg Smith from Discover Wisconsin gave a presentation on the segment they are planning on Bicycling in Wisconsin. Jefferson County will participate with the City of Menominee, City of Fitchburg and City of Burlington in this segment. This will be a 2 year campaign with programs starting to air in June of 2013. The cost to Jefferson County will be \$9,000.00. Discussion was held on how the program would be funded.

**Discussion on Next Generation Networks – Jim Romlein**

Discussion was held on the Next Generation Networks and how Jefferson County should position themselves. Schroeder/Dovi motioned to authorize Jim Romlein to investigate further and develop a scope statement and report back to the board of directors in November. Motion carried

**Minutes**

Wilmet/Tietz moved to approve the minutes of the August 8, 2012 as presented. Motion carried.

**Communications**

Information brochure on the SBDC Grant-funded Market Research Opportunity for Jefferson County Manufacturers was handed out to the board.

**Directors Report**

Dovi/Wilmet moved to accept the September 2012 Directors Report as submitted. Motion carried.

**Finance Report**

Schroeder/Counsell moved to approve the August 30, 2012, Financial Report as submitted. Motion carried.  
D. Heling informed the board that the City of Whitewater has joined.

**Committee Reports**

**Tourism**

S.Cline reported that the new web site should be up and running by the end of the week.

**Future Agenda Items**

1. RLF Resolution to appoint Dennis Heling as JCEDC's representative.

**Upcoming Meetings**

JCEDC Board of Directors, October 10, 2012, 8:30 am, UW Extension/Workforce Development Building, Rm 12, Jefferson

**Adjournment**

There being no further business for consideration, motion by Wilmet/Counsell to adjourn. Meeting adjourned at 10:55 am.

Respectfully submitted,  
RoxAnne Witte, Recording Secretary

